

**Report Parameters :**

AE INITIALS :

AE LOC :

AE RC :

BILLING SUMMARY : YES

GENERATE :

MAKEGOODS : YES

BUSINESS TYPE :

ORDER TYPE :

PRE PRINTED :

PRINTED DATE :

REV NUM : 1

ORDERS OF

SORT BY : By Order Number

REQUEST ID :

REQUEST RUN ID :

ORDER RANGE : 56873

## KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

PAGE 1

22198	AGENCY (OR SERVICE) ACTING AS AGENT FOR 172688	ADVERTISER (OR AGENCY AND ADVERTISER)	<b>Cancellation Notice</b>  <b>Required</b>  Announcement 28 days  prior notice
NAME	MESSAGE & MEDIA INC.	FRIENDS OF MATT SMITH	
AND	100 Albany St	PO BOX 13445	
ADDRESS	New Brunswick NJ 08901-2179	Pittsburgh PA 15243-0445	
	USA	USA	
CONTACT		PRODUCT FRIENDS OF MATT SMITH	
LOCAL SALESPERSON	Brian Butz-1	AGENCY EST. NO.	
		PRODUCT CODE 1310	
NATIONAL SALESPERSON			
BROADCAST SCHEDULE STARTING	10/02/12 AND ENDING 10/08/12	NO. WEEKS: 1	

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

Summary		SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
ITEM	DAYS		FROM	TO						
PRINT AT STATION. ALL RATES ARE NON PRE-EMPTIBLE UNLESS NOTED OTHERWISE. PAID FOR BY FRIENDS OF MATT SMITH. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC										
1	M	1	05:00A	05:58A	30S	10/08/12-10/08/12	THIS MORNING 5-6AM	1	290.00	290.00
2	11111..	4	05:58A	07:00A	30S	10/02/12-10/05/12 10/08/12-10/08/12	THIS MORNING 6-7AM	5	265.00	1325.00
LUR		1								
3	11111..	4	07:00A	09:00A	30S	10/02/12-10/05/12 10/08/12-10/08/12	THE EARLY SHOW	5	175.00	875.00
LUR		1								
4	11111..	4	11:58A	12:30P	30S	10/02/12-10/05/12 10/08/12-10/08/12	NOON NEWS	5	550.00	2750.00
		1								
5	11111..	4	04:00P	05:00P	30S	10/02/12-10/05/12 10/08/12-10/08/12	4PM EARLY NEWS	5	500.00	2500.00
		1								
6	11111..	4	05:00P	06:00P	30S	10/02/12-10/05/12 10/08/12-10/08/12	5PM EARLY NEWS M-F	5	800.00	4000.00
		1								
7	Sa	1	05:58A	07:58A	30S	10/06/12-10/06/12	SAT. MORN. LOCAL NEWS	1	300.00	300.00
8	Sa	1	07:58A	10:00A	30S	10/06/12-10/06/12	SAT.CBS MORNING NEWS	1	450.00	450.00
9	Sa	1	07:00P	07:30P	30S	10/06/12-10/06/12	SAT 7PM NEWS	1	650.00	650.00
10	Su	1	06:30A	07:00A	30S	10/07/12-10/07/12	THE SUNDAY BUSINESS PAGE	1	50.00	50.00
LUR										
11	Su	1	08:28A	08:57A	30S	10/07/12-10/07/12	KD/PG SUNDAY EDITION	1	60.00	60.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222 KDKA-TV AND

22198	AGENCY (OR SERVICE)		ACTING AS AGENT FOR	172688	ADVERTISER (OR AGENCY AND ADVERTISER)		<div>Cancellation Notice</div> <div>Required</div> <div>Announcement 28 days</div> <div>prior notice</div>
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AND	100 Albany St			PO BOX 13445			
ADDRESS	New Brunswick	NJ	08901-2179	Pittsburgh	PA 15243-0445		
	USA			USA			
CONTACT				PRODUCT	FRIENDS OF MATT SMITH		
LOCAL SALESPERSON	Brian Butz-1		AGENCY EST. NO.	PRODUCT CODE	1310		
NATIONAL SALESPERSON							
BROADCAST SCHEDULE STARTING 10/02/12 AND ENDING 10/08/12 NO. WEEKS: 1							

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ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
LUR										
12	Su	1	08:58A	10:28A	30S	10/07/12-10/07/12	CBS SUN MORN	1	500.00	500.00
13 LUR	Su	1	10:28A	11:30A	30S	10/07/12-10/07/12	FACE THE NATION	1	275.00	275.00
14	Su	1	07:30P	08:30P	30S	10/07/12-10/07/12	SIXTY MINUTES	1	4950.00	4950.00
15 LUR	01111..	4	05:00A	05:58A	30S	10/02/12-10/05/12	THIS MORNING 5-6AM	4	175.00	700.00
16 LUR	11111..	41	05:58P	07:00P	30S	10/02/12-10/05/12 10/08/12-10/08/12	M-F ERLY NEWS	5	510.00	2550.00
17 LUR	T	1	11:35P	12:37A	30S	10/02/12-10/02/12	11:35P-12:37A - LETTERMAN	1	250.00	250.00
18 LUR; INTERNAL BREAK	W	1	08:58P	11:00P	30S	10/03/12-10/03/12	PRESIDENTIAL/VP DEBATES	1	3450.00	3450.00
Total Contract:								45		25925.00
Billing Summary										
Qtr 4-12						Oct	Nov	Dec	Total	
						25925.00	.00	.00	25925.00	
GRAND TOTAL									25925.00	

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